

WomenBusinessOwners

INSIGHT. NETWORKING. INSPIRATION. SUCCESS.

The Wire

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Calendar

WEDNESDAY, February 17

Business Building

Group Mixer

5:30 p.m. - 7:30 p.m.

La Vita E. Bella

Seattle

[Click here to register](#)

THURSDAY, February 25

Luncheon Speaker:

Anne-Marie Faiola Owner of

Bramble Berry Inc. and 2009

Nellie Cashman Woman

Business Owner of the Year

11:30 a.m. - 1:30 p.m.

Washington Athletic Club,

Seattle

www.wac.net

[Click here to register](#)

TUESDAY, March 9

After Hours

5:30 p.m. - 7:30 p.m.

The Woodmark Hotel,

Kirkland

www.thewoodmark.com

[Click here to register](#)

Have something to contribute?

Dear Member,

How many networking groups are in the Puget Sound Region? This is a question I asked myself when I first started networking. Someone had told me that I needed to network to let people know who I was. I wasn't even really sure what networking was! I went to tons of networking meetings (I thought "corporate" was bad), I collected tons of business cards, remembered lots of faces (most of which I couldn't connect with names), and had burned through a lot of lunch money.

Then someone finally showed me how to network. I thought I would share that with you, as it has been invaluable to me. I attended a few groups, just to find one that resonated with my business and personality, and had what I thought was valuable to me. I quickly volunteered in something that I knew I would be great at as well as enjoy - the party planning committee, of course. I had a blast and I really started to get to know a lot of people very well in the group. My networking began to work.

I started helping my fellow networking "groupies" to get more business. I became a referral machine, and I was having fun doing it. I now use my networking group as my list of referral sources and I have become great at making sure that my referrals have a great introduction.

One of the things that I really appreciate about Women Business Owners is the value I have received from my membership! Just to list a few: leadership skills, numerous business skills from finances to negotiations to marketing to hiring and firing to just asking for help. The learning has been invaluable. I have also learned a lot about relationships with other businesses, groups and individuals. There are tangible values, such as a room of incredible business women to meet at each event; luncheons, after hours, fireside chats, and special events, then the follow up with several individuals for coffee. There's my presence in our online membership directory, places to advertise my business, business education, Business Building Groups, volunteering on the board and on committees, sponsorships, and the famous Nellie Cashman event. And don't forget community outreach!

For me, however, it goes much deeper. The relationships and friendships I have gained through Women Business Owners have been the best and I am a more visible me.

I have had the opportunity to come out of my shell and be known and I have changed because of it. I have found that if I need anything, all I have to do is ask and it is

[Report your news here.](#)

Click [here](#) to check The Wire's news reporting guidelines.

here.

Warmly,

[Debbie Leviton](#)
President

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What's New

2010 Events Calendar

A downloadable calendar has been posted on the website for 2010. [Click here](#) to download it. Print it out to post on your wall and plan on joining us at the great events!

Bring a guest and earn a chance to win

For every guest you bring to our February luncheon, you earn a chance to receive a complimentary Financial Plan from Linda Stubblefield. This is a very generous gift from our member. Thanks, Linda!

Donate a door prize for great PR!

If you donate an item or service to be one of our door prizes, your business will be mentioned in the Wire, at the luncheon podium, and on our website! Take advantage of this great opportunity. Special thanks to Valencia Wolf of the [Chocolate Seduction Club](#) and Penelope Bell of [Simply a Moment](#) for their donations in January!

"You are invited! Come mix it up!"

Ever wonder about our Business Building Groups? Looking for a group to join? Come to a Mixer to meet and match with other committed business owners. Mixers happen every other month and are fun and always educational. Our next Mixer is February 17th, 5:30 p.m. to 7:30 p.m. at La Vita E. Bella in Seattle. The educational topic is "Everything an Employer Needs to Know About Building a Work Force". [Register online here.](#)

Total Networking at the NW Womens Show

[Total Networking](#) is back and scheduled for March 5, 2010. Mari Smith, President of the International Social Media Association will be a featured speaker. The \$58 ticket also comes with a great swag bag (Last year's contents were worth \$128!), a ticket to the NW Womens show, complimentary wine & appetizers and a fun networking party! **Please mention WBO when you register!!**

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From the Members

Accents et cetera, Inc. is on the move!

Accents et cetera Gift Baskets has moved its bricks and

mortar store to 1225 244th Avenue NE Sammamish WA 98074. All WBO members are invited to the grand reopening on Wednesday, February 10 from noon to 7 pm. Our phone number remains 425.883.0189 and our web address remains www.accentsetc.com.

News from WBO Member Annie Searle!

[Annie Searle & Associates LLC](#) has just been certified by the State of Washington as a Women's Business Enterprise. Annie will also be a featured speaker at the regional Partners in Emergency Preparedness (PIEP) conference in Tacoma in early April. Her topic is "Building a Business Case for Continuity of Operations in a Tight Economy."

WBO Member attending Romance Summit Cruise

National Romance Travel Examiner, Carlanne McCrystal, is pleased to announce she has been invited to attend the 1st Romance Summit, sponsored by Princess Cruises, Feb 13-20, 2010. The Summit takes place onboard the Crown Princess. Carlanne will be documenting these activities & events via her [National Romance Travel Examiner](#) column as well as with Social Media.

News from Sandy Wood, GHB Insurance

Sandy Wood, with [GHB Insurance](#), has been elected to a 3-year term on the Governing Council of the International Society of Certified Employee Benefit Specialists (ISCEBS). The Society is the premier interactive community providing educational resources, innovative thinking and collective wisdom to over 4000 members nationwide.

Chocolate of the Month Club

Valencia Wolf, President of [The Chocolate Seduction Club](#), would like to announce the official launch of her new chocolate of the month club. Members receive a special package of chocolate from artisan chocolatiers around the country each month. The first chocolate shipment begins next week, showcasing a premier Northwest chocolatier. For more information on becoming a member, contact Valencia at (425) 637-6958 or [visit her website](#).

Stacey Romberg on the Air!

On Friday January 8th, [Stacey L. Romberg](#), local attorney and WBO member, was a featured guest on KKNW 1150 am, "Fridays with Debbie Whitlock" (Founder: Femme Finance) to discuss the importance of setting estate planning goals in 2010.

Lauri Jordana and the Greater Seattle Chamber

[Lauri Jordana of Conexión Marketing](#) will be participating in a Greater Seattle Chamber of Commerce panel on February 10th entitled "Business and Culture with Hispanic Americans." This is part of the Chamber's Urban Enterprise Center's Diversity Forum series. The event is free and takes place at the Seattle Chamber offices at 1301 Fifth Avenue, Suite 2500, from 2:30-4:30pm.

The Twisted Cork is evolving!

Michelle Bomberger announces the expansion and evolution of the Twisted Cork restaurant concept. Effective February 8, Twisted Cork will take over the space currently occupied by 0/8 Seafood Grill and become "Twisted Cork - A Northwest Bistro" offering the best of the Northwest food, wine and service. [Click here for more information.](#)

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Get Involved



Connect with Women Business Owners on [FaceBook](#) and [LinkedIn](#). Network on-line and catch up on the latest events.

DYNAMIC PROFESSIONAL WOMEN: COME GET YOUR NELLIE!

Nellie Cashman Woman Business Owner of the Year Award

Call for 2010 Nominations

Do you know a Puget Sound professional woman who demonstrates vision, perseverance and unyielding leadership in business and the community? The Nellie Cashman Woman Business Owner of the Year award, presented by Women Business Owners, recognizes and honors a woman business owner who has enhanced the status of women entrepreneurs through her outstanding accomplishments. Women Business Owners is calling for nominations now through March 30th for qualified women. To enter, [click here](#). For more information, contact Nellie Committee Co-chairs [Jamie Peha](#), [Jessica Adair](#), or [Yvonne Gitchel](#).

VOLUNTEERS NEEDED FOR THE AMBASSADOR COMMITTEE

The Ambassador Committee is currently recruiting new Ambassadors. Being an Ambassador gives you additional opportunities to meet with new and current members regarding the benefits of WBO. You also have the opportunity to meet and greet visitors at WBO events. The Ambassador Committee is a fantastic way to meet people and become involved in WBO. The time commitment is minimal, but the rewards are great. If you are interested in becoming an Ambassador, please contact Sarah Turner at 206.695.5100 or sturner@gordonrees.com.

LOOKING FOR SPEAKERS

Have you heard a great speaker recently? Think your fellow Women Business Owners members would enjoy them too?

We are looking for high caliber speakers to make our luncheons outstanding. If you have speaker suggestions, please let our Luncheon Program Chair, Joy Fischer, know. Joy can be reached at 206.290.8514.

Interested in volunteering to be on a committee or to help at the event? Let us know. Speak to any board member or send an e-mail to yvonne@womenbusinessowners.org.

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Welcome Aboard

Kristie English English Insurance Group LLC

[English Insurance Group](#) is an independent insurance agency offering insurance and risk management solutions for businesses and families in the Northwest. Some areas of specialty: nonprofits, restaurants, bars & taverns, hotels /motels, gas stations, etc.

Helen Taylor Arbonne International

Helen is an [Independent Consultant with Arbonne International](#). Arbonne takes the confusion out of skincare with the Ultra Premium Swiss Skincare line. The products are botanically based and free of harmful additives. Arbonne leads the world in anti-aging technology.

Dawn Anderson Top Pot Doughnuts

Tamra Chandler

PeopleFirm, LLC [PeopleFirm](#) is a strategy and implementation firm that focuses on achieving results through people. We design and implement strategic people solutions that address today's workforce challenges. Our solutions incorporate strategy, process, and technology.

Teena Christel MySource Talent

Arden Clise Clise Etiquette

Ginger Edwards-Buetow Buetow Law Office, PLLC

[Buetow Law Office](#) provides legal services using a practical and efficient approach to client concerns.

Jessica Hickey 1029 Consulting, Inc.

1029 Consulting creates customized operational frameworks for start-up, mid-sized and growing companies. Frameworks are systems and processes that help you complete everyday tactical goals efficiently, freeing up time to focus on long-term strategy.

Maggie Smith Flexx Law, PS

[FLEXX LAW,PS](#) is a law firm which provides FLEXX-IBLE

solutions to closely held business clients involved in disputes and to family law clients. For details about our firm, legal information and practical tips visit FLEXLAW.COM and INFORMEDDIVORCE.COM

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In the Spotlight

Sima Kahn, MD

Healthcare Advocacy Partners

Sima Kahn, MD, is a physician who is a certified healthcare advocate and the founder of [Healthcare Advocacy Partners, PLLC](#). She helps patients and their families navigate the medical maze and make informed healthcare decisions.

Ours is a complicated and sometimes frightening medical system. People who face important health care decisions need an experienced guide to help navigate the confusing choices available. Healthcare Advocacy Partners is that guide through the medical maze.

Sima will help you understand new diagnoses, interpret test results, evaluate treatment options, and find highly regarded specialists and hospitals. She serves as an interpreter between patients and their medical care providers, empowering her clients to confidently select and take the next steps.

If you have a healthcare issue and you don't know what to do, what your options are, where to go next, and need help sorting it out, Healthcare Advocacy Partners will be your respectful and supportive guide through the complexities of healthcare. Contact us at 206 954-8805 or drkahn@healthcareadvocacypartners.com.

Jessica Adair

Worksite Wellness

Jessica is a CPA and CFO for [Worksite Wellness](#), a full service wellness implementation company, leveraging the latest technology, cutting edge research on wellness and human capital, and best-in-class wellness resources and practitioners. Jessica earned her B.A. in Business Economics/Accounting at the University of California in Santa Barbara. She later earned an MBA from City University. After working for the Washington State Department of Revenue and LeMaster Daniels (formerly known as Abramson, Pendergast & Co) as an auditor, she joined Worksite Wellness as a CFO.

Jessica is a firm believer in giving some of her time to help those in need. In the past, she has volunteered during tax seasons with the Volunteer Income Tax Assistance Program (VITA). She sees WBO as an outlet for thriving professional women to share their knowledge and skills, and encourage other women to reach their potential. She is inspired by the success of other women and hopes to

contribute to the growth and sustainability of WBO as our President Elect.

Your Name Here?

Your Company Name Here?

Each month, we highlight two of our members in this section of the Wire. This is a special benefit given to members attending the previous month's luncheon. Two of them are chosen at random and given a chance to share information about themselves and their businesses with our Wire readers.

Don't miss this great opportunity! Women Business Owners members, join us for lunch and earn a chance to have the Wire spotlight shine on you!

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